

## **SMALL BUSINESS EXPORTERS OF THE YEAR**



**Thomas Greenwell**  
*Greenwell Farms, Inc.*  
*State of Hawaii*

Greenwell Farms, Inc. grows, mills, roasts and packages coffee grown on its own farm as well as 200 other coffee farms throughout Kona. The company has become a primary wholesaler of unroasted coffee to specialty markets throughout Europe, the Pacific Rim and the United States. **Thomas Greenwell** assisted other growers new to the global market and played a key role in strengthening labeling requirements for blended coffees. He arranged promotional activities to encourage exports, helped to establish local industry associations, and represents Hawaii at trade shows. His multi year purchase contract system helped stabilize pricing in the volatile market. This success is reflected in increased revenues to over \$5 million and jobs for over 37 workers on the Big Island. *Nominated by: Ruth Fernandez, First Hawaiian Bank.*

**Will Hartzell**, owner of Safe Water Systems, LLC, produces a unique solar water pasteurizer that addresses one of the world's most pressing problems: potable water. Since contaminated water causes a billion illnesses and five million deaths each year, the firm has huge potential. Using the heat of the sun, the pasteurizers disinfect drinking water without electricity, fossil fuels, chemicals, pumps or water pressure. Installed in 48 countries around the world, Hartzell's company works with governmental and service agencies to install these simple, low cost units in the most distressed areas. He leverages his resources with marketing partners, freight forwarders, and volunteers to be effective in exporting to remote, third world countries. Hartzell has mastered the intricacies of exporting and reciprocates by sharing the lessons learned with others. *Nominated by: Naomi Masuno, Central Pacific Bank.*



**William Hartzell**  
*Safe Water Systems, LLC*  
*City & County of Honolulu*